

HASIBUL HOSSEN SHANTO

SEO Consultant / Technical SEO Specialist / GEO & AEO Practitioner

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PROFESSIONAL SUMMARY

Results-driven SEO Consultant with 2+ years of experience helping businesses improve organic search visibility, website performance, and lead generation. Skilled in Technical SEO, Local SEO, On-Page SEO, Off-Page SEO, Keyword Research, GEO (Generative Engine Optimization), and AEO (Answer Engine Optimization). Experienced in working with international clients and implementing data-driven SEO strategies that improve rankings and traffic growth.

CORE COMPETENCIES

• Technical SEO	• On-Page SEO
• Off-Page SEO	• Link Building
• Local SEO	• SEO Audits
• Keyword Research	• Content Optimization
• GEO (Generative Engine Optimization)	• AEO (Answer Engine Optimization)
• Google Business Profile Optimization	• Competitor Analysis
• SEO Reporting	• Website Performance Optimization

TOOLS & TECHNOLOGIES

Ahrefs | SEMrush | Google Search Console | Google Analytics | Google PageSpeed Insights | Keyword Surfer | Keywords Everywhere | Detailed SEO Extension | ChatGPT & AI-Assisted SEO Workflows

PROFESSIONAL EXPERIENCE

SEO Expert

Rank Kori (A Project of Banam Corporation) | Remote, USA | December 2025 - Present

- Deliver white-hat SEO strategies for multiple client websites.
- Conduct technical SEO audits and identify crawlability, indexing, and performance issues.
- Perform keyword research and content optimization aligned with modern search trends.
- Improve website visibility through on-page and off-page optimization.
- Monitor and report SEO performance using analytics and ranking tools.

SEO Expert

Bitvello | Remote | January 2025 - Present

- Develop and execute complete SEO campaigns.
- Manage technical SEO audits and website optimization projects.
- Conduct local SEO campaigns and Google Business Profile optimization.
- Execute white-hat link-building strategies to improve domain authority.
- Track and report key SEO performance metrics including rankings, traffic, and conversions.

CERTIFICATIONS

- Search Engine Optimization (SEO) Certification - HubSpot
- Off-Page SEO and AI Search Essentials - SEMrush
- SEMrush SEO Crash Course with Brian Dean - SEMrush

- Local SEO Essentials - SEMrush
- Fundamentals of SEO: Basic to Advanced
- Employability Skills: Job Ready - Wadhvani Foundation

EDUCATION

Bachelor of Arts (Honours) in English Language & Literature

Port City International University, Bangladesh | 2021 - 2025

CGPA: 3.69 / 4.00

ADDITIONAL INFORMATION

- Available for Remote Opportunities
- Strong Written and Verbal English Communication
- Experience Working with International Clients
- Passionate About AI Search, GEO, AEO, and Future Search Technologies